IN THE CLAIMS:

Please amend the claims as follows:

1.   (Currently Amended) A method for <u>automatically</u> targeting customers <u>across multiple channels using a theory of evidence based on belief functions implemented by a computer system, said method</u> comprising ~~the steps of~~:

storing <u>belief values and an integrated belief profile of a customer,</u>

<u>wherein said belief values are based on activities of said customer across said multiple channels, and</u>

<u>wherein said integrated belief profile is derived from profile attributes for each of said multiple channels for said customer, each of said profile attributes being associated with a belief value;</u>

receiving a ~~customer~~ request ~~on a channel~~ <u>from said customer from one of said multiple channels</u>;

<u>identifying said customer and said one of said multiple channels associated with said request;</u>

~~forming an~~ <u>updating said</u> integrated belief profile ~~for~~<u>, based on said stored belief values of</u> said customer ~~request for a set of channel types~~;

executing said request ~~to give a response~~;

<u>simultaneously, with said executing of said request,</u> generating a <u>channel-specific</u> promotion based on said <u>updated</u> integrated belief profile; and

~~providing said response~~ <u>sending both a reply to said request and said</u> <u>channel-specific</u> promotion to ~~a requesting~~ <u>said</u> customer<u>,</u>

<u>wherein said multiple channels include media through which a merchant reaches and interfaces with customers, said channels including any of a store, a telephone, a catalog, an on-line personal computer, and direct marketing.</u>

2.   (Canceled).

3.   (Currently Amended) The method of claim [[2]] 1, all the limitations of which are incorporated herein by reference,

wherein a normalized said belief values are combined across said multiple channels by orthogonally multiplying said belief values to obtain a Dempster Orthogonal Sum of said set of beliefs is formed to give said integrated belief profile (DOS),

wherein a basic probability assignment (BPA) is obtained from said DOS for said profile attributes corresponding to an intersection of said profile attributes, and

wherein normalizing said BPA with said belief values associated with a null intersection obtains said integrated belief profile.

4.   (Currently Amended) The method of claim 1, all the limitations of which are incorporated herein by reference, wherein said channel-specific promotion is generated according to a set of predetermined rules.

5.   (Currently Amended) The method of claim [[2]] 1, all the limitations of which are incorporated herein by reference, wherein the step of generating [[a]] said channel-specific promotion is also based on said belief values of said customer beliefs for a respective with respect to one channel corresponding to said channel-specific promotion.

6.   (Currently Amended) The method of claim 1, further comprising the step of identifying a channel type upon which the request is made, and all the limitations of which are incorporated herein by reference, wherein said response reply and said channel-specific promotion [[is]] are provided on the identified channel type said one of said multiple channels upon which said request was received.

7.   (Currently Amended) The method of claim 1, all the limitations of which are incorporated herein by reference, wherein said receiving step further includes converting a format of the requesting channel one of said multiple channels upon which said request was

received to a common format, and wherein said ~~providing step~~ <u>sending</u> back-converts said ~~response~~ <u>reply</u> and said <u>channel-specific</u> promotion to [[the]] <u>a</u> format of the ~~customer~~ request.

8.   (Currently Amended) The method of claim 1, ~~comprising the further step of accumulating said set of beliefs for customers~~ <u>all the limitations of which are incorporated herein by reference, wherein said belief values of said customer are accumulated</u> over multiple ~~user~~ <u>customer</u> sessions such that said integrated belief profile is incrementally updated.

9.   (Currently Amended) A ~~data processing~~ <u>computer</u> system <u>for implementing a method</u> for <u>automatically</u> targeting customers <u>across multiple channels using a theory of evidence based on belief functions, said computer system</u> comprising:

      ~~an interface for receiving a customer request on a channel;~~

      ~~a data processor for forming an integrated belief profile for said customer request for a set of channel types, executing said request to give a response, and generating a promotion based on said integrated belief profile; and~~

      ~~wherein said interface provides said response and said promotion to a requesting customer~~

      <u>a storage device for storing belief values and an integrated belief profile of a customer,</u>

         <u>wherein said belief values are based on activities of said customer across said multiple channels, and</u>

         <u>wherein said integrated belief profile is derived from profile attributes for each of said multiple channels for said customer, each of said profile attributes being associated with a belief value;</u>

      <u>an input/output interface for receiving a request from said customer from one of said multiple channels;</u>

      <u>a processor adapted to:</u>

         <u>identify said customer and said one of said multiple channels associated with said request;</u>

update said integrated belief profile, based on said stored belief values of said customer;

execute said request;

generate a channel-specific promotion based on said updated integrated belief profile, while simultaneously executing said request; and

send both a reply to said request and said channel-specific promotion to said customer,

wherein said multiple channels include media through which a merchant reaches and interfaces with customers, said channels including any of a store, a telephone, a catalog, an on-line personal computer, and direct marketing.

10.   (Canceled).

11.   (Currently Amended) The ~~data processing~~ computer system of claim [[10]] 9, all the limitations of which are incorporated herein by reference, wherein said processor ~~calculates a normalized Dempster Orthogonal Sum of said set of beliefs to give said integrated belief profile~~ is adapted to:

combine said belief values across said multiple channels by orthogonally multiplying said belief values to obtain a Dempster Orthogonal Sum (DOS),

obtain a basic probability assignment (BPA) from said DOS for said profile attributes corresponding to an intersection of said profile attribute, and

obtain said integrated belief profile by normalizing said BPA with said belief values associated with a null intersection.

12.   (Currently Amended) The data processing computer system of claim 11, all the limitations of which are incorporated herein by reference, wherein said processor ~~generates~~ is adapted to generate said channel-specific promotion according to a set of predetermined rules stored in a memory.

13.   (Currently Amended) The data processing <u>computer</u> system of claim [[10]] <u>9, all the</u> <u>limitations of which are incorporated herein by reference,</u> wherein said processor <s>generates a</s> <u>is</u> <u>adapted to generate</u> said channel-specific promotion based on said <s>customer beliefs for a</s> <s>respective channel</s> <u>belief values of said customer with respect to one channel corresponding to</u> <u>said channel-specific promotion.</u>

14.   (Currently Amended)The data processing <u>computer</u> system of claim 9, <u>all the limitations</u> <u>of which are incorporated herein by reference,</u> wherein said processor <s>further identifies a channel</s> <s>type upon which the request is made, and wherein said response and said promotion is provided</s> <s>by said interface on the identified channel type</s> <u>is adapted to provide said reply and said channel-</u> <u>specific promotion on said one of said multiple channels upon which said request was received.</u>

15.   (Currently Amended) The data processing <u>computer</u> system of claim 9, <u>all the limitations</u> <u>of which are incorporated herein by reference,</u> wherein said <s>interface converts</s> <u>processor is</u> <u>adapted to convert a</u> format of the <s>requesting channel</s> <u>one of said multiple channels upon which</u> <u>said request was received</u> to a common format[[,]] and <s>back converts</s> <u>to back-convert</u> said <s>response</s> <u>reply</u> and said <u>channel-specific</u> promotion to [[the]] <u>a</u> format of the <s>customer</s> request.

16.   (Currently Amended) The <s>data processing</s> <u>computer</u> system of claim 9, <s>further</s> <s>comprising a memory for accumulating said set of beliefs for customers</s> <u>all the limitations of</u> <u>which are incorporated herein by reference, wherein said belief values of said customer are</u> <u>accumulated</u> over multiple <s>user</s> <u>customer</u> sessions such that said integrated belief profile is incrementally updated.

17.   (Currently Amended) A <s>computer</s> program <s>product</s> <u>storage device readable by machine,</u> <u>tangibly embodying a program of instructions executable by said machine to perform a method</u> for <u>automatically</u> targeting customers<s>, comprising a computer program held on a storage</s> <s>medium, the computer program including</s> <u>across multiple channels using a theory of evidence</u> <u>based on belief functions implemented by a computer system, said method comprising:</u>

~~a code element for receiving a customer request on a channel;~~

~~a code element for forming an integrated belief profile for said customer request for a set of channel types;~~

~~a code element for executing said request to give a response;~~

~~a code element for generating a promotion based on said integrated belief profile; and~~

~~a code element for providing said response and said promotion to a requesting customer~~ storing belief values and an integrated belief profile of a customer,

wherein said belief values are based on activities of said customer across said multiple channels, and

wherein said integrated belief profile is derived from profile attributes for each of said multiple channels for said customer, each of said profile attributes being associated with a belief value;

receiving a request from said customer from one of said multiple channels;

identifying said customer and said one of said multiple channels associated with said request;

updating said integrated belief profile, based on said stored belief values of said customer;

executing said request;

simultaneously, with said executing of said request, generating a channel-specific promotion based on said updated integrated belief profile; and

sending both a reply to said request and said channel-specific promotion to said customer,

wherein said multiple channels include media through which a merchant reaches and interfaces with customers, said channels including any of a store, a telephone, a catalog, an on-line personal computer, and direct marketing.

18.   (New) The program storage device performing the method of claim 17, all the limitations of which are incorporated herein by reference,

wherein said belief values are combined across said multiple channels by orthogonally multiplying said belief values to obtain a Dempster Orthogonal Sum (DOS),

wherein a basic probability assignment (BPA) is obtained from said DOS for said profile attributes corresponding to an intersection of said profile attributes, and

wherein normalizing said BPA with said belief values associated with a null intersection obtains said integrated belief profile.